

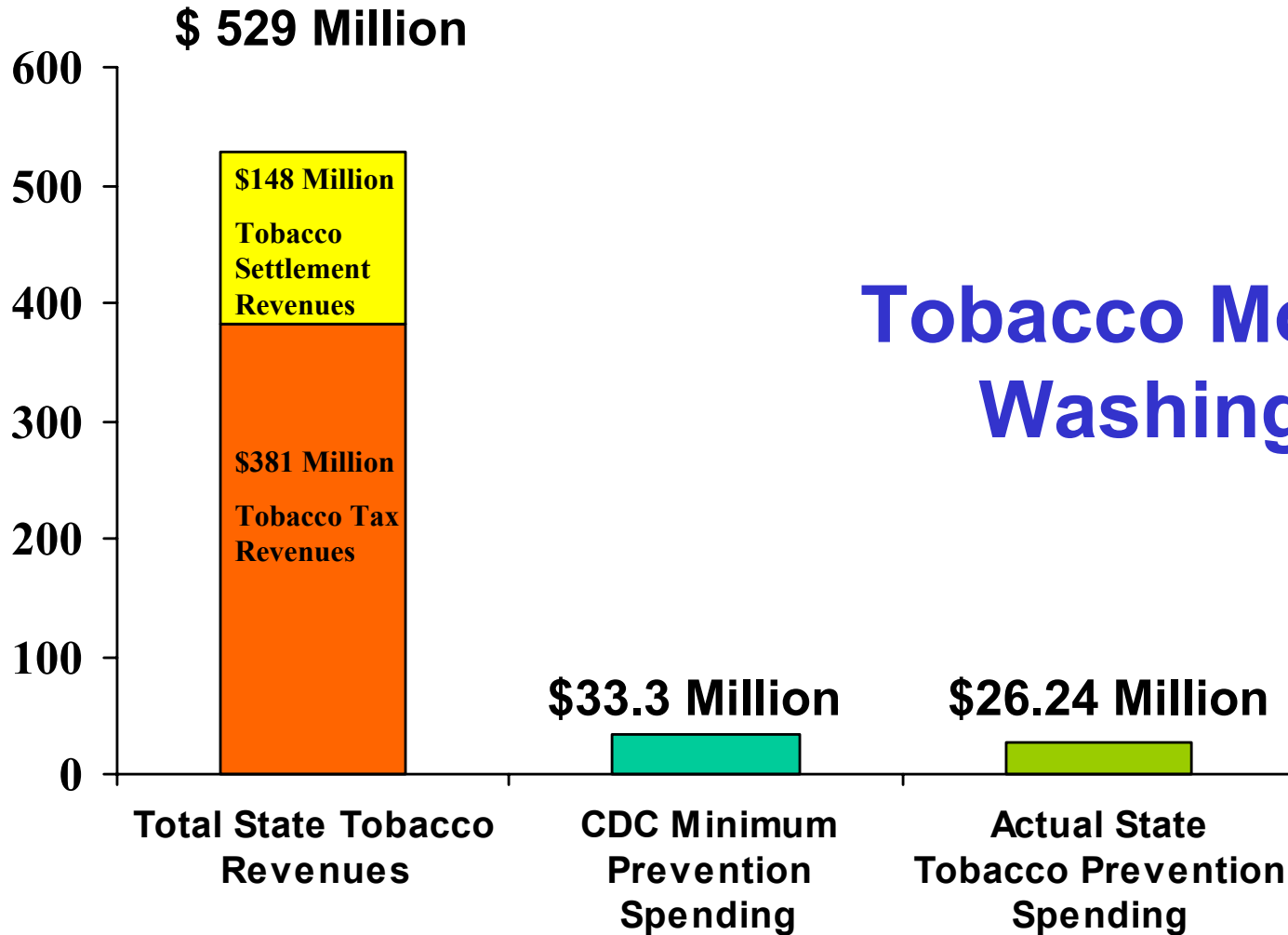
Promoting Our Successes

We Must Defend Our Program

- 15 states cut almost \$200 million from tobacco prevention in FY '03 including our model programs:
 - CA: From \$134.5 million to \$73 million
 - MA: From \$48 million to \$0 million
 - AZ: From \$36.6 million to \$18.3 million
 - OR: From \$11.2 million to \$0

It's TOBACCO
Money,
Stupid !

Tobacco Money in Washington



Bragging Not Begging

- Delivering our messages on a constant basis and at all levels to policy makers, the media and the public
- If we wait until programs are threatened to tell our story, it's too late!

We can win!

- In FY2003, 20 states increased funding for tobacco prevention, while 13 cut
- Leaving out CA and MA, the remaining states actually increased cumulative funding for tobacco prevention

We Should Win!

- Tobacco use is the leading preventable cause of disease and death in the United States.
- Spending on tobacco prevention and cessation should reflect the magnitude of the problem.

Effective Messages

- Keep the promise – tobacco money for tobacco prevention
- Tobacco prevention/cessation will save money and help solve state budget woes

Effective Messages

- Tobacco prevention works – proven solutions that protect kids, save lives and save money
- Tobacco prevention funding should reflect magnitude of the problem
- Make it real – kids, smokers quitting, community programs, jobs

Tobacco Use Costs Money

- Smoking costs U.S. more than \$75 billion a year in direct medical expenditures (CDC)
- Smoking-caused health costs under Medicaid total \$23.5 billion a year -- \$13.4 billion federal, \$10.1 billion state
- 14.4 percent of all Medicaid costs attributable to smoking
- Every new smoker in WA costs state \$12,000 in health care costs (even though they die younger)

Tobacco Prevention Saves Money

- California saved \$3.60 in health care costs for every dollar spent on prevention (CA DOH)
- Massachusetts saved \$2 in health costs for every dollar spent on prevention (MIT)
- Savings are immediate from reducing smoking-caused pregnancy and birth complications, heart attacks and strokes

Saving Money In Washington

- Huge savings from reducing smoking by only 1 percentage point per year
- \$50.4 million over five years from fewer smoking-affected births and fewer heart attacks & strokes

Tobacco Prevention Works

Reduces Smoking

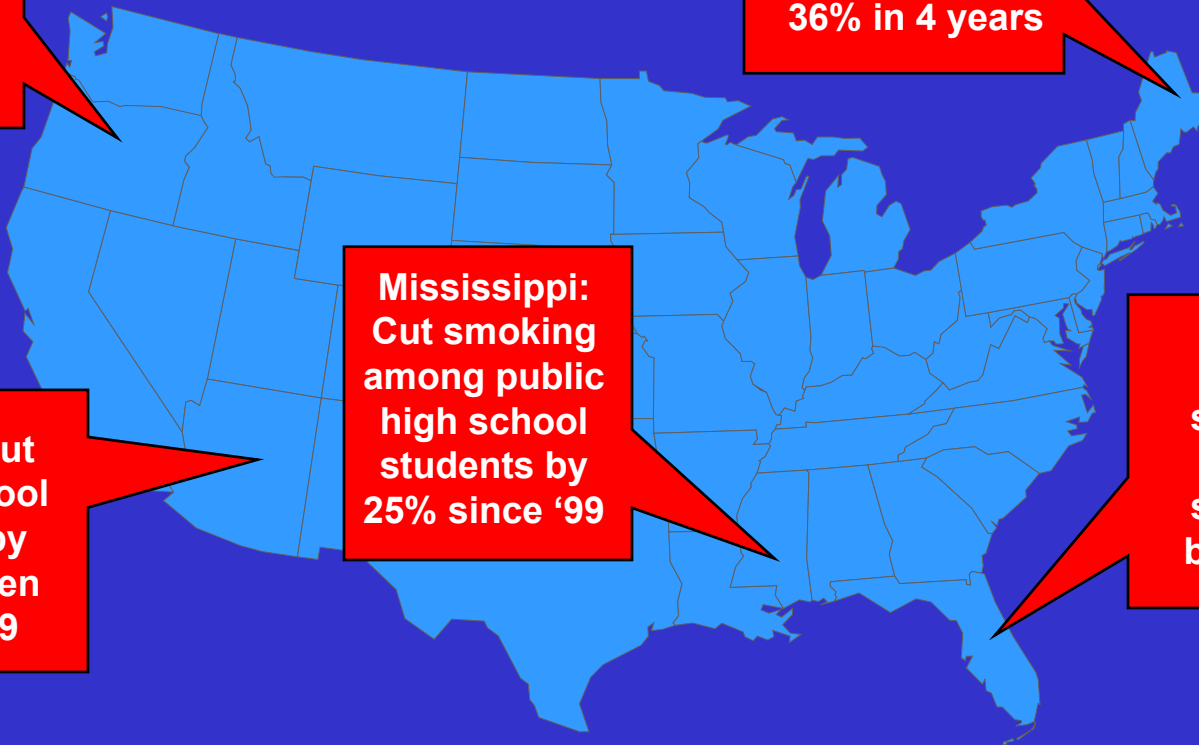
Oregon: Cut smoking by 41% among eight graders since '96

Maine: Cut high school smoking by 36% in 4 years

Arizona: Cut middle school smoking by 30% between '97 and '99

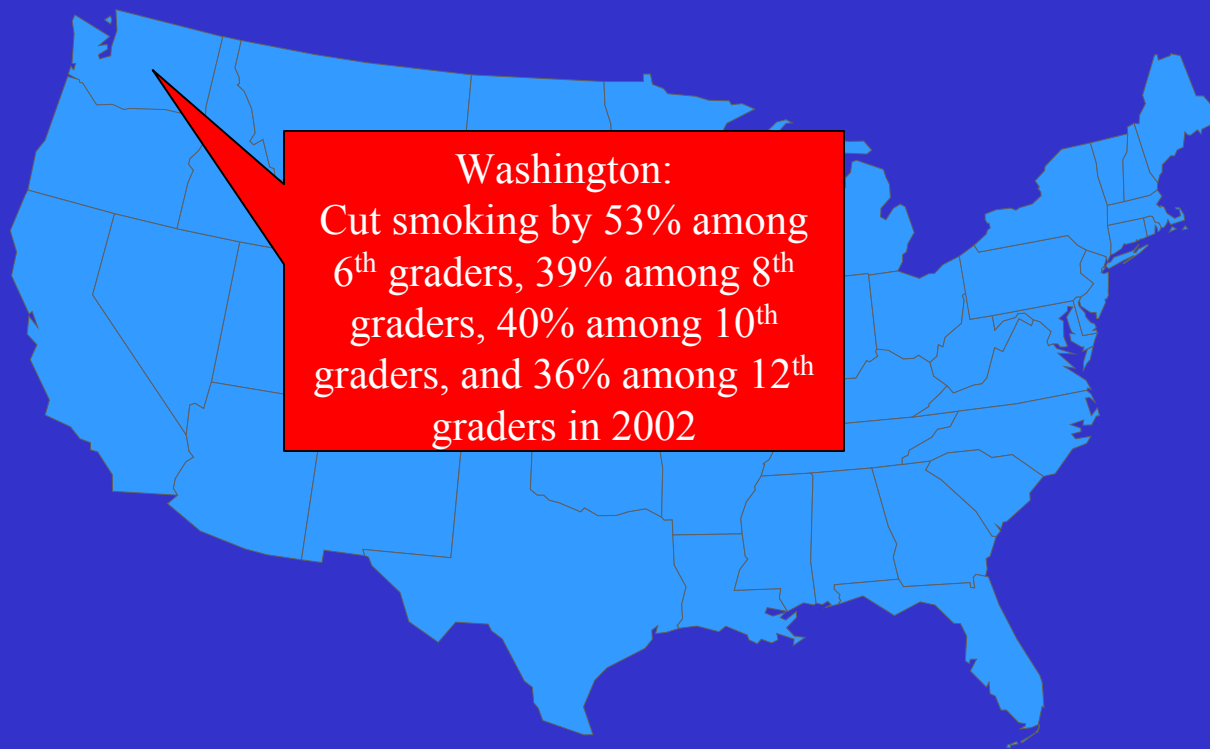
Mississippi: Cut smoking among public high school students by 25% since '99

Florida: Cut middle school smoking by 47% & high school smoking by 30% since '98



Tobacco Prevention Works

Saves Lives



We Must Be Vocal And Clear

- Tobacco costs money
- Prevention and cessation saves money
- The Program works

**And We Have To
Do It At The
Local Level**

To Know You Is To Love You

- Tours
- Small group meetings
- Guest speakers
- Public/press events
- Community newsletter
- Expanding boards and coalitions

Make It Real For Policy Makers

- What we bring to our communities
- Whom we've helped
- Lives we've saved
- Money we've saved

The Message Is In The Messenger

- Kids protected
- Smokers who've quit
- Families who've lost loved ones
- Community programs
- Jobs

Media Drumbeat

- Take advantage of every media opportunity
 - Industry misbehavior
 - New research
 - Program accomplishments
- Keep the tobacco issue alive

Why?

- A Formidable Foe
- Tough Budget Times
- Uninformed Policy Makers

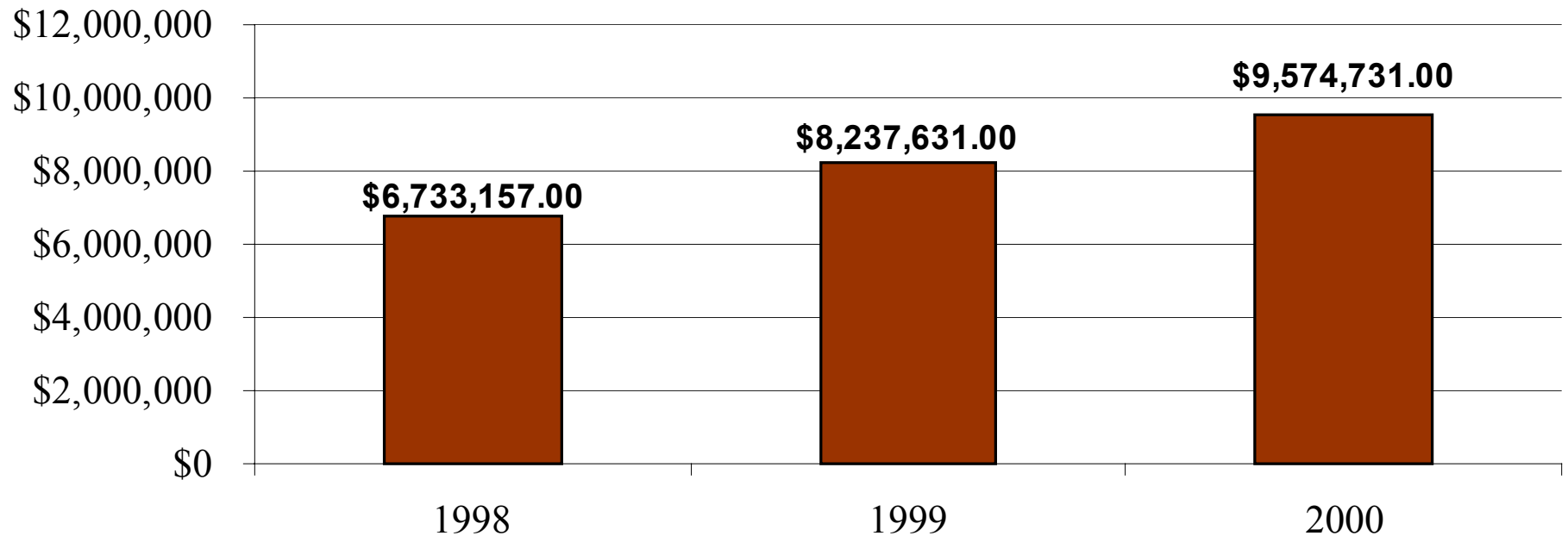
Tobacco Industry Hasn't Backed Off; Neither Should We

- Still marketing to kids
- Still opposing real policy change
- Still attacking real tobacco prevention programs and promoting phony ones
- Still lying about their products and introducing new ones

Tobacco Industry Hasn't Changed

U.S. Cigarette Marketing Increased 42% since 1998

Source: Federal Trade Commission Cigarette Report for 2000



Simple Math

Nation's No. 1 Public Health Problem

+

Proven Solutions

+

Dedicated Source of Revenue

=

Kids Protected, Lives and Money Saved

We Need Each Other

The whole is only as great as
the sum of its parts

PRESS RELEASES

WEB RESOURCE LINKS

RESEARCH & EVALUATION

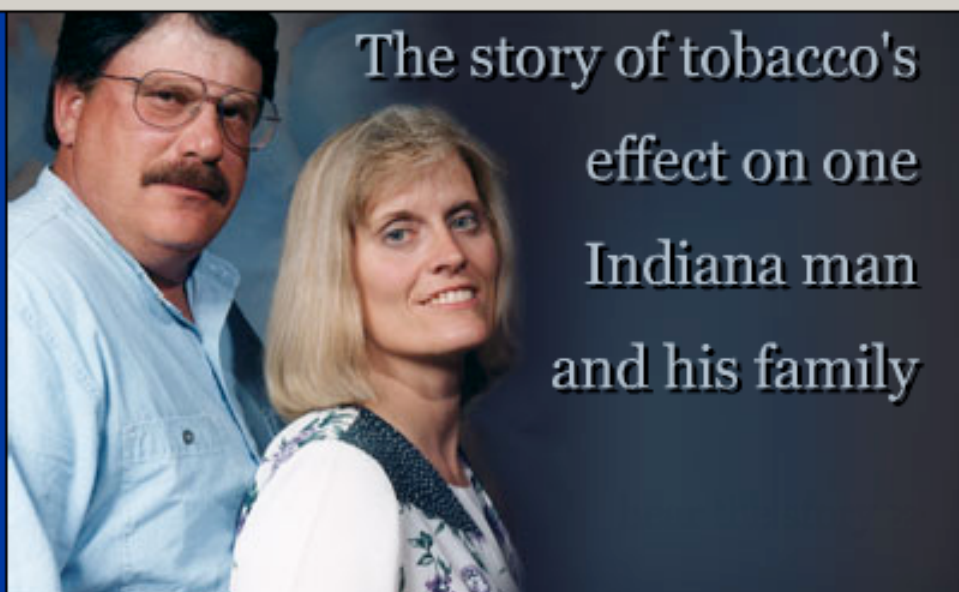
PUBLIC POLICY

EVENTS/MEETINGS

THE PROGRAM

COMMUNITY

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150 West Market
Street, Suite 406
Indianapolis, IN
46204
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F: 317-234-1786



WhiteLies E-Cards



Send a message to the smokers in your life

Friday, January 17, 2003



Indiana youth fighting back against tobacco.
Visit www.Voice.tv to find out more!

www.WhiteLies.tv

The tobacco industry exposed. Get the facts at www.WhiteLies.tv.

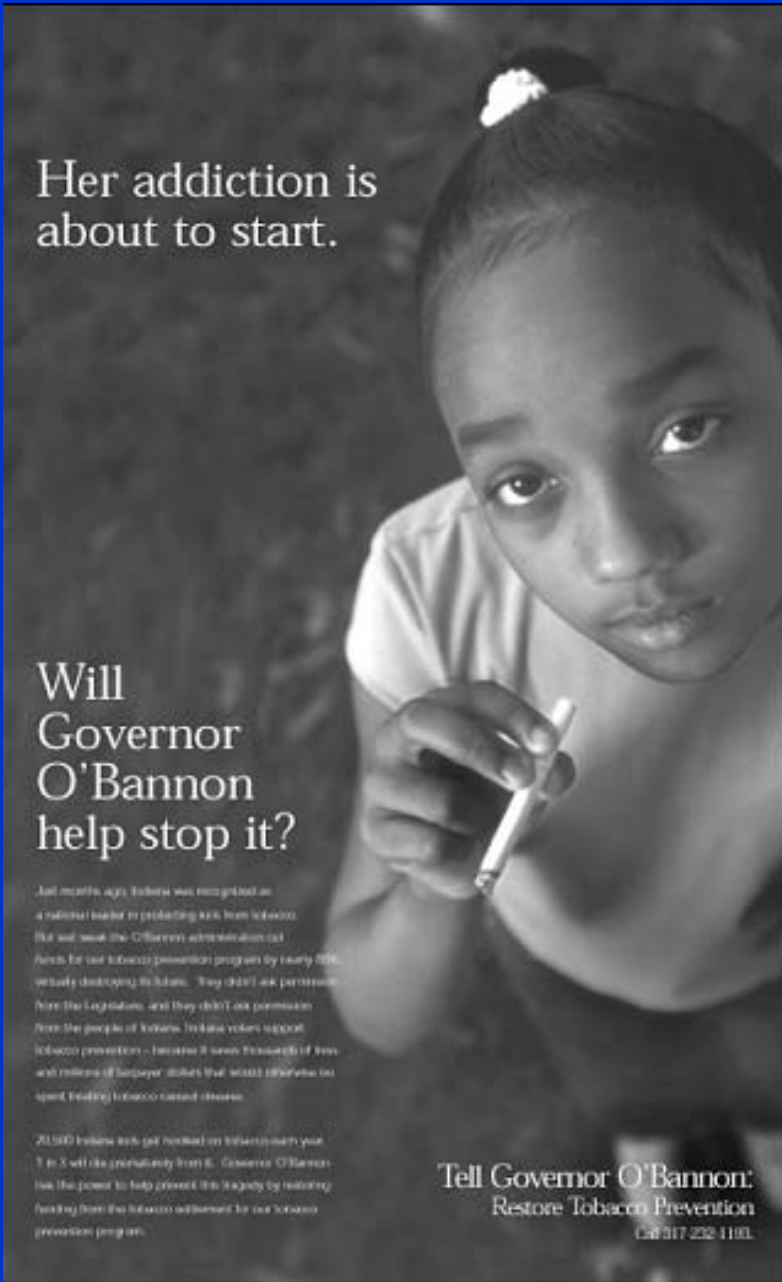
HOME

The Indiana Tobacco Prevention Use and Cessation Board was created through the funds generated by the Master Settlement Agreement between 46 state Attorneys General and the tobacco industry, and by legislation enacted by the Second Regular Session 111th General Assembly. The Indiana Tobacco Prevention and Cessation Agency is

12/11/2002
New Tobacco Prevention Ads Feature Kokomo Woman's Story

9/27/2002
Anti-Tobacco Campaign Drive Down Youth Tobacco Use

9/26/2002
Tobacco Use, Tobacco Industry, and Tobacco



Her addiction is
about to start.

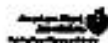
Will
Governor
O'Bannon
help stop it?

Just months ago, Indiana was recognized as
a national leader in protecting kids from tobacco.
But now, under the O'Bannon administration, cut-
backs for our tobacco prevention program by nearly 50%
are nearly destroying its future. They didn't ask permission
from the Legislature, and they didn't ask permission
from the people of Indiana. Indiana voters support
tobacco prevention - because it saves thousands of lives
and millions of taxpayer dollars that would otherwise be
spent treating tobacco-caused disease.

20,000 Indiana kids get hooked on tobacco each year.
1 in 5 will die prematurely from it. Governor O'Bannon
has the power to help prevent this tragedy by restoring
funding from the tobacco settlement for our tobacco
prevention programs.

Tell Governor O'Bannon:
Restore Tobacco Prevention

Call 317-232-1101



CAMPAIGN TO TOBACCO-FREE KIDS

Will Governor DiFrancesco protect our children or Big Tobacco?

Across America, tobacco prevention programs are protecting kids and saving lives.

In Florida, nearly 75,000 teens have been spared from addiction in just three years.

And for every \$1 spent on prevention, states are saving up to \$3 in health care costs.

But in New Jersey, Governor DiFrancesco has frozen all tobacco prevention funds. 20,100 New Jersey kids get hooked on tobacco every year. 1 in 3 will die prematurely. 9 in 10 regular smokers start as teens.

Governor DiFrancesco, you've got a choice: end the freeze on tobacco prevention money, or help Big Tobacco hook 20,100 New Jersey kids this year.

Protect our Kids. Not Big Tobacco.

CAMPAIGN for TOBACCO-FREE Kids®





We're Doing Great

- MSA funds
- I – 773
- Wildly successful program

And We Have To Do More

- Doing great work isn't enough
- We must trumpet our successes to the right people each and every day



For More Information

- Visit Our Website @
www.tobaccofreekids.org

- Call Or E-Mail Me

Cyndi Lewis

Western Regional Representative

Campaign for Tobacco-Free Kids

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